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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

MSM 7523 - STRATEGIC KNOWLEDGE MANAGEMENT
(All sections / Groups)

08 FEBRUARY 2017
2.00 p.m. – 4.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of THREE pages (including this cover page).
2. Answer any **FOUR (4)** out of **FIVE** questions.
3. Do print all your answers in the Answer Booklet provided.

Answer any FOUR (4) questions. All questions carry equal marks.

QUESTION 1

a) Give a short definition of Strategic Management, and indicate the steps involved that company should perform.

(10 marks)

b) Explain the linkage between a company's strategic context, KM strategy and KM technology

(15 marks)

QUESTION 2

a) What are the core and distinctive competencies of a company?

(5 marks)

b) Take two (2) successful firms that you have studied, identify and describe and compare their core and distinctive competencies

(20 marks)

QUESTION 3

a) Strategic Management now means that the company must become a Learning Organisation and use organizational learning. Explain why this is so.

(10 marks)

b) How should the company manage the strategic management process?

(15 marks)

QUESTION 4

a) What are the steps involved in external environmental scanning?

(8 marks)

b) What is the VRIO Framework?

(5 marks)

c) Using weighted strengths and weakness, show how important information can be generated to focus strategic management decision making

(12 marks)

Continued...

QUESTION 5

a) What role does knowledge management play in the various stages of strategic management formulation? (10 marks)

b) Describe five KM tools that could be used for strategic management internally or externally (15 marks)

End of Paper